editorial index

Vol. IX — January - December 1965

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC., 750 THIRD AVENUE, NEW YORK

SPECIAL REPORTS

AAAA Reviews Color Values in Three Media—December, pp. 148, 150.
ABP Concerned with Audience Counts and Circulation Analysis—March, p. 64.
Advertising Cost Changes Since 1950—April, p. 92.
Advertising Retention: Where It Stands, Richard L. Neale—November, pp. 161-164.
Annual Media Awards Winners—December, pp. 54-60.
The Auto City Market and Its Media: Detroit—July, pp. 111-140.
The Automotive Market and Its Media, Carl Georgi, Jr.—August, pp. 52-80.
BBDO Audience Coverage and Cost Guide—February, pp. 63-76.
Behind the Sealtest Switch to Hi-Fi Color—December, pp. 161, 162.
Big Bang from Small Space—February, pp. 60-61.
Broadcast Media Can Work for Department Stores, H. A. Egbert—March, pp. 67-70.
Building and Appraising the Media Strategy, Bernard Kanner—September, pp. 157-164.
The Building Industry and Its Media, Part I, J. Wesley Rosberg—November, pp. 56-59, 94-116.
The Building Industry and Its Media, Part II, J. Wesley Rosberg—December, pp. 61-72.
Business Magazine Inserts: Tired Fad or Here To Stay? H. A. Stockwell—April, pp. 74-80.
Business Paper Readership Studies for 1965, J. Wesley Rosberg—February, pp. 80-90.
Business Publications: One Big Blur, Philip O'Keefe—September, pp. 134-138.
The Case for Paid Circulation, Donald McAllister—June, pp. 51-54.
Check List for Advertising Budgeters—July, p. 69.
Check List for Business Publications—August, p. 119.
Check List for Magazine Advertisers—September, p. 93.
Check List for Media Planners—June, p. 91.
Check List for Newspaper Advertisers—October, p. 127.
Check List for Radio Advertisers—December, p. 111.
Check List for Spot TV Advertisers—November, p. 125.
The Comics Are Coming Back, Lionel M. Kaufman—January, pp. 45-48.
Creative Use of Publication Space, Joseph H. Newman—September, p. 144.
Data Explosion Hits Spot TV Reps, Part I—July, pp. 52-58.
Data Explosion Hits Spot TV Reps, Part II—August, pp. 87-96.
Directory of Associations—April, pp. 82-90.
Does Profile Matching Work? William S. Blair—September, pp. 82-86.
The Dynamic Farm Market, Cecil E. Barger—June, pp. 117-137.
Four Roadblocks to Improved Media Measurements, Paul E. J. Gerhold—August, pp. 99-103.
Houston: The Market and Its Media—January, pp. 61-68.
How Bank of America Advertises World-wide Service—January, pp. 49-53.
How BBDO Estimates Universe and Coverage of Trade Papers—September, pp. 104-108.
How Buick Uses Radio—September, pp. 66-67.
How Can We Get Business Press Data at Low Cost? David U. Ullman—June, pp. 142-145.

editorial index *continued*

How Many Watch the Commercials? Robert M. Hoffman—March, pp. 49-54.
How the Mood of the Medium Affects an Ad's Efficiency, Walter G. Mitchell—August, pp. 104-110.
How To Be Happy Though Retired, George Benneyan—April, pp. 96-110.
How To Reach Housewives with Television, Edward Papazian—June, pp. 55-71.
How To Reach 99% of Heavy Users of a Product, Part I—April, pp. 57-60.
How To Reach 99% of Heavy Users of a Product, Part II—May, pp. 55-60.
International Media Buying at McCann-Erickson—November, pp. 60-67.
John Hancock—Old Signature in New Medium—February, pp. 49-52.
Many Measurements Available To Increase Advertising Effectiveness, A. C. Nielsen, Jr.—September, pp 72-78.
Marketing Points Set Media Strategy—March, pp. 59-62.
Media, Agencies, and Antitrust, Morton J. Simon—April, p. 140.
Media Buying in a Small Ad Center—October, pp. 60-67.
Media Strategy in Industrial Advertising, Arthur F. Berliner—May, pp. 78-87.
Media Training at Grey, Harold Miller—September, pp. 60-65.
The Military Market and the Military Media, Lawrence E. March—May, pp. 91-102.
More Research in Outdoor's Future—September, pp. 150-152.
New Flexibility in Newspaper Color—October, pp. 85-104, 109.
Newspapers vs. TV in "Intercity"—February, pp. 92-98.
Ocean Spray Buys Outdoor for Position, Market, and Media Mix—November, pp. 69-72.
Old Seaport with Young Ideas: Baltimore—March, pp. 83-116.
Outlook for Newspapers: Growth—December, pp. 129-134.
One Way To Define the Unique Qualities of Audiences, Arthur J. Morgan—May, pp. 66-76.
Promotional Dates for 1965—February, pp. 122-124.
Radio Audience Measurements, Margot Teleki—October, pp. 121-124.
Radio in the Broadcast Mix, Miles David—September, pp. 99-100.
Radio Rate-cutting—Slow Suicide—May, pp. 61-65.
Regional Editions—A Trend in Business Papers? Lionel M. Kaufman—November, pp. 157-158.
Research Criticized and Defended—November, pp. 118-123.
Sampling Spurs Sales, Wilson B. Prophet, Jr.—June, pp. 105-109.
Should We Put Survey Research on Computers? Jack Melnick and Thomas Semon—April, pp. 74-80.
"Single Rate? . . . We Like It!" Harry C. Harbison—February, pp. 53-54.
Suggested Yardstick for Buying Radio, H. Peter Lasker—February, pp. 55-56.
Syndicated Audience Measurement Services, Part I—October, pp. 139-153.
Syndicated Audience Measurement Services, Part II—November, pp. 76-89.
Take a Closer Look at Product Users—September, pp. 68-70.
These Are Dynamic Years for British Media, R. W. Jones—September, pp. 111-114.
TV and Radio Audiences Compared—August, pp. 82-83.
TV Station Uses Newspapers To Sell TV, Robert L. Meyer—August, pp. 145-148.
The Twin Cities—December, pp. 75-82, 87-106.
Unwanted Copies of Trade Journals, Paul Wichterman, Jr.—June, pp. 147-152.
What Is Best Size for a Magazine Ad?—October, pp. 68-82.
What Is Best Size for a Newspaper Ad?—July, pp. 48-51, 78-86.
What Research Can Do for a Magazine, David L. McCoubrey—March, pp. 55-58.
What Will "Total Audience" Mean In Business Paper Selections? Malcolm B. Ochs—February, pp. 133-134.
Y & R Realigns Media Department To Handle "Fact Revolution"—April, pp. 49-56.

OPINIONS

Book Reviews, Dr. Hiram C. Barksdale:
January, p. 56—Katona, George, *The Mass Consumption Society;* Toffler, Alvin, *The Culture Consumers.*
February, p. 108—Frank, Nathalie D., *Market Analysis: A Handbook of Current Data Sources;* Robinson, Patrick J., and David J. Luck, *Promotional Decision Making: Practice and Theory.*
March, p. 72—Langhoff, Peter, ed., *Models, Measurement and Marketing;* Meyerhoff, Arthur E., *The Strategy of Persuasion.*
April, p. 94—Burck, Gilbert, ed., *The Computer Age and Its Potential for Management;* Haverfield, Robert W., and Earl F. English, eds., *100 Books on Advertising;* Lothrop, Warren C., *Management Uses of Research and Development;* Smith, Thomas A., and Donald A. Taylor, *A Managerial Introduction to Marketing;* Wright, Theon, and Henry S. Evans, *Public Relations and the Line Manager.*
June, p. 74—Cox, Reavis, *Distribution in a High-Level Economy;* Roberts, Edward B., *Dynamics of Research and Development.*
July, pp. 66-67—Banks, Seymour, *Experimentation in Marketing;* Dunton, Loren, *How To Sell to Women;* Halbert, Michael H., *The Meaning and Sources of Marketing Theory.*
August, pp. 150-152—Lerbinger, Otto, and Albert J. Sullivan, eds., *Information, Influence & Communication;* Sevin, Charles H., *Marketing Productivity Analysis;* Shidle, Norman G., *The Art of Successful Communication: Business and Personal Achievement Through Written Communication.*
September, pp. 122-124—*Management & Advertising Problems in the Advertiser-Agency Relationship* (Association of National Advertisers).
October, p. 133—Blankenship, A. B., and J. B. Doyle, *Marketing Research Management;* Rigby, Paul H., *Conceptual Foundations of Business Research.*
November, p. 131—Crain, Edgar, *Marketing Communications: A Behavioral Approach to Men, Messages, and Media;* Wood, Billy I., *Advertising Education;* Simon, Julian L., *How To Start and Operate a Mail-Order Business.*
December, p. 108—Bernays, Edward L., *Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays.*

Business Press, Howard G. Sawyer: January, p. 98—*Audience and Exposure Studies Present Money Problems;* February, p. 100—*Buy Space or Buy Time?* March, p. 124—*Bulletin from Brussels;* April, p. 114—*Inconsistency in the ABP Code?* May, p. 104—*Impossible Requests for Data;* June, p. 80—*How Feasible Is the Computer for Business Papers?* July, p. 98—*How Much Data Is Too Much Data?* August, p. 114—*A Fable about Research;* September, p. 126—*Co-op Advertising Overseas;* October, p. 114—*What Makes Buyers Buy?* November, p. 90—*Not 'How Many?' but 'Who?';* December, p. 122—*Buyer—and Researcher—Beware!*

Editorial, Roger Barton: January, p. 136—*Critical Areas in Media Research;* February, p. 148—*Moderate Expansion Ahead;* March, p. 152—*Advertising Costs Are Reasonable;* April, p. 148—*Bias Against Women in New York?* May, p. 138—*Question the Accepted;* June, p. 168—*Our Great Power for Discussion;* July, p. 47—*Illusory Aspects of Comparability;* August, p. 51—*The Challenge of Information;* September, p. 59—*Pursuit of Effectiveness;* October, p. 59—*Eight Cautions for Readers;* November, p. 55—*Advertising Theory, Again;* December, p. 53—*What Is the Magic of 70% Paid?*

Media/estimate, Herbert Zeltner: January, p. 10—*Some Ramifications of the New Politz Magazine Study;* February, p. 11—*Personnel Recruiting and Business Ethics;* March, p. 11—*The Convenient Crutch;* April, p. 10—*Nothing's Wrong with Comics;* May, p. 11—*Guidelines to Media Selection;* June, p. 11—*Concentration: I. Geographic Opportunities;* July, p. 11—*Concentration: II. Seasonal Variations;* August, p. 10—*Is Magazine Color Still Important?* September, p. 12—*Outdoor: A Unique Synthesis;* October, p. 12—*Price Cutting In Broadcast Rates;* November, p. 12—*After Total Audience . . . What?* December, p. 11—*What Is Creative Media?*

Odds and Trends, Lionel M. Kaufman: January, p. 105—*Ads: How They've Grown!* February, p. 102—*Noted and Filed in a Columnist's Wallet;* March, p. 128—*A Book-full of Green Stamps;* April, p. 116—*Today Is Newspaper Day;* May, p. 108—*That 15%;* June, p. 82—*Noted and Filed in a Columnist's Wallet;* July, p. 104—*Misnomers in Media;* August, p. 125—*Mergers and Media Rates;* September, p. 130—*Co-op Confusion;* October, p. 119—*Sunday Doings;* November, p.

editorial index *continued*

132—*Emphasis on Media Mix;* December, p. 136—*Trends I'll Give Odds On.*

Publisher's Notebook, Albert W. Moss: January, p. 6—*Repeat Winners of Awards;* February, p. 8—*Other Voices, Other Rooms;* March, p. 8—*Honored Ghosts;* April, p. 8—*Profile of a Selective Reader;* May, p. 8—*The Versatile Specialist;* June, p. 8—*How Not To Evaluate a Magazine;* July, p. 8—*Nominations Open for Annual Media Awards;* August, p. 8—*Too Much Reliance on Research?* September, p. 8—*Judges Chosen for Annual Media Awards;* October, p. 8—*Who's on Third?* November, p. 8—*Studies of Your Markets and Media;* December, p. 8—*Superb Public Service.*

Views on Broadcast, Isabel Ziegler; January, p. 102—*Time Buyers Find Value in Their Daily Mail;* February, p. 90—*Direct Contact between Buyer and Client;* March, p. 130—*New Term: Schlock Buyer;* April, p. 138—*Time Buyers Must Watch Budgets;* May, p. 110—*Presenting the Complete Plan;* June, p. 86—*Recommendation for a Job;* July, p. 108—*Big or Small Agency for Ambitious Time Buyer?* August, p. 126—*Recommendation to a Client;* September, p. 140—*Spot TV Budget Estimates;* October, p. 154—*How To Write a Memorandum;* November, p. 134—*Care in Budgeting;* December, p. 141—*Put It in Writing.*

DEPARTMENTS

Advertisers' Index—January, p. 126; February, p. 146; March, p. 150; April, p. 146; May, p. 136; June, p. 164; July, p. 154; August, p. 162; September, p. 170; October, p. 190; November, p. 168; December, p. 170.

Advertising Cost Indexes—January, p. 92; February, p. 112; March, p. 118; April, p. 142; May, p. 120; June, p. 88; July, p. 90; August, p. 128; September, p. 120; October, p. 158; November, p. 152; December, p. 158.

Annual Media Awards Entry Blank—June, p. 31; July, p. 11; August, p. 47; September, p. 49.

Inside SRDS: September, p. 80—*Why You Don't Miss Media Not Listed in Rate & Data Directories,* C. Laury Botthof; October, p. 186—*New Reporting Format Makes Spot TV Estimating, Buying Easier,* Harvey A. Harkaway; November, p. 154—*Keeping Consumer Data Accurate,* Robert Sher; December, p. 118—*New Measurements Format Aids Buyers of Newspaper Advertising,* Felix J. Tomei, Jr.

Judges of Annual Media Awards—November, p. 22.

Letters—January, p. 34; February, p. 38; March, p. 34; April, p. 32; May, p. 35; June, p. 29; July, p. 37; August, p. 28; September, p. 19; October, p. 42; November, p. 19; December, p. 18.

Media/dates—January, p. 116; February, p. 138; March, p. 147; April, p. 136; May, p. 134; June, p. 159; July, p. 149; August, p. 158; September, p. 155; October, p. 188; November, p. 167; December, p. 72.

Media/forum: January, p. 40—*What Do You Do When You Can't Get the Television Availabilities You Want?* February, p. 46—*Most Original or Useful Merchandising Help Received from a Business Publication;* March, p. 46—*What Changes Would You Like Most To See in the ABC or BPA Audit of Business Publications?* April, p. 29—*Is It Better for the Advertiser To Have Many More UHF Stations, So That There Are More TV Availabilities; or Is It Bad Because More Stations Will Split the Audience?* May, p. 50—*What Changes in Markets Have Caused the Greatest Changes in Your Use of Media?* June, p. 46—*What Do You Do When the Network Can't Clear a Market You Need?* July, p. 42—*Most Original or Effective Example of Merchandising Aid Provided by Newspapers;* August, p. 42—*What Changes or Improvements Would You Most Like to See in the ABC Newspaper Circulation Report?* September, p. 54—*How Do You Judge Technical Editorial Content without Technical Training?* October, p. 54—*What Changes or Improvements Would You Most Like to See in the ABC Circulation Reports on Consumer Magazines?* November, p. 50—*Can An Agency Handle Its Clients' Yellow Pages Advertising Efficiently and Profitably?* December, p. 48—*How Large a Part Does Negotiation Play in Your Buying?*

Media/headlines—January, p. 121; February, p. 136; March, p. 142; April, p. 132; May, p. 130; June, p. 154; July, p. 150; August, p. 154; September, p. 152; October, p. 178; November, p. 166; December, p. 166.

Media/market Studies—January, p. 108; February, p. [illegible] March, p. 120; April, p. 124; May, p. 122; June, p. 138; [illegible] p. 147; August, p. 136; September, p. 166; October, p. [illegible] November, p. 140; December, p. 152.

Media/quotes—January, p. 27; February, p. 30; March, p. [illegible] April, p. 36; May, p. 38; June, p. 36; July, p. 38; Augu[illegible] 34; September, p. 39; October, p. 46; November, p. 44; [illegible] cember, p. 41.

National Advertising Expenditures—January, p. 96; Februa[illegible] 114; March, p. 132; April, p. 144; May, p. 118; June, p. [illegible] July, p. 95; August, p. 130; September, p. 102; Octobe[illegible] 156; November, p. 74; December, p. 142.

Nielsen Notes on Media: February, p. 118—*In Last Electio[illegible] More TV Viewers, But Less Interest;* March, p. 78—*Color T[illegible] Penetration Highest on West Coast;* May, p. 116—*Wha[illegible] "Average" Viewing of TV?* June, p. 100—*TV Total Aud[illegible] Trends;* July, p. 88—*Time Spent with TV Inching Upwa[illegible]*

Personnel Changes—January, p. 112; February, p. 126; M[illegible] p. 148; April, p. 122; May, p. 126; June, p. 162; July, p. [illegible] August, p. 81; September, p. 146; October, p. 185; Nove[illegible] p. 149; December, p. 150.

Pulse Print-outs: July, p. 96—*Week-end Radio—for Me[illegible] Well As Women;* August, p. 134—*Looking beyond Tota[illegible] dience in Radio;* September, p. 132—*Sample Size: A Re[illegible] Look;* October, p. 166—*What the Computer Says abou[illegible] Radio Station's Image;* November, p. 144—*What Day[illegible] Radio Is Best?* December, p. 124—*The Inequality of Listen[illegible]*

Questions and Answers—January, p. 58; February, p. [illegible] March, p. 74; April, p. 74; May, p. 88; June, p. 72; Ju[illegible] 60; August, p. 112; September, p. 88; October, p. 112; N[illegible] vember, p. 150; December, p. 117.

Random Samplings from ARB: January, p. 94—*"And Now, a Look at the Local News . . ."*; February, p. 106—*More Wom[illegible] Than Men View Men's Favorite Programs;* March, p. [illegible] *Daytime Television's Male Call;* April, p. 118—*The Teen[illegible] Audience . . . Is It Overrated?* May, p. 112—*42% of Radio Listeners Away from Home;* June, p. 76—*Who Watches Ba[illegible] ball on TV?* July, p. 106—*Syndicated Programs: How Well Do They Perform?* August, p. 132—*Why People Watch News Pro[illegible] grams;* September, p. 142—*Reaching Your Audience by Pro[illegible] gram Type;* October, p. 134—*Football—Media Buyers' Favo[illegible] Pastime?* November, p. 138—*Teen Radio Audience in Fo[illegible] Markets;* December, p. 144—*The Movie Package.*

Report from TvQ: January, p. 124—*Education a Key to Pro[illegible] Preference;* February, p. 116—*Light vs. Heavy TV Viewers;* March, p. 134—*Program Preference by Income Groups;* [illegible] p. 112—*Favorite Shows and Family Size;* May, p. 114—*Fa[illegible] vorite Shows: Big Town vs. Small;* June, p. 97—*How Regio[illegible] Tastes Differ;* July, p. 64—*How Education Affects TV Sh[illegible] Popularity;* August, p. 140—*Are Light TV Viewers More Di[illegible] criminating?* September, p. 128—*How TV Likes Vary b[illegible] Income of Viewer;* October, p. 164—*Effect of Family Si[illegible] Show Popularity;* November, p. 136—*Women, Age, and Pro[illegible] gram Likes;* December, p. 164—*Big City TV Viewers Ar[illegible] "Typical."*

Scope on Media:

January, pp. 17-22—*CBS Sues CATV Operator; Uniform [illegible] ceptive Trade Practices Act; TV Rep "Creates" Marke[illegible] Appalachia; Mortimer Honored by Ad Council; Magazi[illegible] Mass Audience Now in Subs; House-to-house Delivery [illegible] Print Media? Outdoor Operators Reorganize for Joint Pro[illegible] gram.*

February, pp 21-28—*Metromedia Expands Radio Measure[illegible] Fred Kendall, Founded Advertising & Selling; FTC Appr[illegible] Sunbeam Co-op Plan; New ABP to Add a BPAB, a [illegible] and an ID; Census Tract as Tool for Market Selection; [illegible] Method for Nielsen's Local TV Data; Progress toward Com[illegible] parability.*

March, pp. 19-31—*Business Press Trend Is to Free Circulati[illegible] AIA Seeks To Fatten Year-end Issues; Supplements Stay [illegible] Back; OAI Ceases Operation after 34 Years; American To[illegible] bacco Company Cuts Agency Income from TV; Magazi[illegible] Dollars Grow in Regional Editions.*

April, pp. 17-24—*ABC May Revise Rules; Monitor Returns [illegible] Busy Readers; FCC Seeks Less Program Control by Net[illegible] Politz Measures Ad Page Exposure in 5 Magazines; BPA [illegible] Issues First Unit Audit; New Promotion and Sales Appr[illegible]*

for Outdoor; 3-D Printing Jumps Recall of Ad and Message; KM&G Reorganizes Management, Media Work; Cost-per-thousand Trends in TV; Signs of Growth for Color TV.

May, pp. 19-31—*ABC & BPA To Measure Trade Show Audiences; Louisville Newspapers Switch to Single Rate; Newspaper Supplement for Negro Market; IARI Reports Industrial Catalog Use; Reader's Digest Splits, Then Combines Editions; Color, Art, but Not Position, Affect Readership; ABC Adds Unit Audit for Business Press; Predicts Transit Ad Growth; PGW "Slide-Rule"; Nielsen Shows TV Audience as Mainly Adult; SRA and Mutual Sell Radio with Radio; SRDS Microfilmed for New Library.*

June, pp. 19-26—*New Media Research in Print and Broadcast; ANA Forecasts Advertising Problem Areas; G-M Puts Dollar Values on Awareness Change; Needed: Less Media Research? Beyond Demographics; Public Wants Less Exaggeration on TV; What Do They Like in Radio-Land?*

July, pp. 25-34—*ABP To Field "Typical City" Study; BBDO Model for New Product Plans; Politz To Add TV Measure in Fall; New Discount for Multi-magazine Advertisers; AAAA Calls for Standard SpectaColor Rate Card; Superman Still Flying High with Kids; MIB Expanding Data on Business Paper Use; RAB Estimates $300 Million in Radio in 1964.*

August, pp 17-26—*ACB's Newspaper Clearing House; 183 Magazines Now Offer Split Runs; Warning on Packages—Not Ads— of Cigarettes; ABC Adopts Unit Count for Business Press; Newspaper Reps Merge; Attitude toward Business Press: Fair & Warmer; Exhibitors Pleased with First Trade Show Audits; Gap between TV "Likes" and Actual Viewing.*

September, pp. 23-28—*New Circulation Breaks by 3 Magazines; Politz Media Service Reports This Month; Audio Merchandising Network; Nielsen Expands Out of Pocket; Agency Profits up in 1964; ABC To Audit Mobile Homes Show; Mailer Offers Break of List; Big Farm Advertisers Up Budgets; "Gold Chevron" for Ads in SRDS; How Responsive Are Passalong Readers? Uniformity of SIC Designations; Received at Press Time.*

October, pp. 25-39—*Listener Attention Probed by CBS-Owned Radio; Transit Advertising Audience Measured by Politz; 24 Unit Counts Completed by BPA; New Development in Community Prestige Group; Trend to Big Buys in Newspapers; Harsh Treatment in Canada; MIB Offers Product Advertising Records; Newspaper Merger in San Francisco; No. 1 Medium for Top 100 Advertisers; Direct Mail Rate Card; GOLDEN MAGAZINE Now Competition for JACK & JILL; Research on a Limited Budget; Campbell-Ewald Re-organizes Media Plans.*

November, pp. 27-42—*Making Radio Sell Harder; Studies by Other Radio Nets; New Measure of Exterior Transit Ads; Magazine Publishers Optimistic, Competitive; Plans for New "Fourth Networks"; CCA, ABC, and BPA Audit Trade Shows; New Politz PMS Reports "Venturesomeness"; Wider Horizons for Media Directors; Clyne Maxon, BBDO Merger Announced.*

December, pp. 27-38—*Breakdowns for Consumer Media Data; Lab for Total Audience Study in Syracuse; ABC Verifies Politz Sample; Need for Education in Marketing; Single-rate Offered by Gannett Paper; New TV Age Breaks Often Ignored: Is Passalong Response Shortchanged? In a New York Agency, One Caller a Day; New U. S. Law on Outdoor Advertising.*

AUTHOR INDEX

BARGER, CECIL E., *The Dynamic Farm Market*—June, pp. 117-137.

BARKSDALE, DR. HIRAM C. (see OPINIONS—*Book Reviews*).

BARTON, ROGER (see OPINIONS—*Editorial*).

BENNEYAN, GEORGE, *How To Be Happy Though Retired*—April, pp. 96-110.

BERLINER, ARTHUR F., *Media Strategy in Industrial Advertising*—May, pp. 78-87.

BLAIR, WILLIAM S., *Does Profile Matching Work?*—September, pp. 82-86.

BOTTHOF, C. LAURY, *Why You Don't Miss Media Not Listed in Rate & Data Directories*—September, p. 80.

DAVID, MILES, *Radio in the Broadcast Mix*—September, pp. 98-100.

EGBERT, H. A., *Broadcast Media Can Work for Department Stores*—March, pp. 67-70.

GEORGI, CARL, JR., *The Automotive Market and Its Media*—August, pp. 52-80.

GERHOLD, PAUL E. J., *Four Roadblocks to Improved Media Measurements*—August, pp. 99-103.

HARBISON, HARRY C., *"Single Rate? . . . We Like It!"*—February, pp. 53-54.

HARKAWAY, HARVEY A., *New Reporting Format Makes Spot TV Estimating, Buying Easier*—October, p. 186.

HOFFMAN, ROBERT M., *How Many Watch the Commercials?*—March, pp. 49-54.

JONES, R. W., *These Are Dynamic Years for British Media*—September, pp. 111-114.

KANNER, BERNARD, *Building and Appraising the Media Strategy*—September, pp. 157-164.

KAUFMAN, LIONEL M., *The Comics Are Coming Back*—January, pp. 45-48; *Regional Editions—A Trend in Business Papers*—November, pp. 157-158 (see OPINIONS—*Odds and Trends*).

LASKER, H. PETER, *Suggested Yardstick for Buying Radio*—February, pp. 55-56.

MCALLISTER, DONALD, *Case for Paid Circulation*—June, pp. 53-54.

MCCOUBREY, DAVID L., *What Research Can Do For a Magazine*—March, pp. 55-58.

MARCH, LAWRENCE E., *The Military Market and the Military Media*—May, pp. 91-102.

MELNICK, JACK, and THOMAS SEMON, *Should We Put Survey Research on Computers?*—April, pp. 74-80.

MEYER, ROBERT L., *TV Station Uses Newspapers To Sell TV*—August, pp. 145-148.

MILLER, HAROLD, *Media Training at Grey*—September, pp. 64-65.

MITCHELL, WALTER G., *How the Mood of the Medium Affects an Ad's Efficiency*—August, pp. 104-110.

MORGAN, ARTHUR J., *One Way To Define the Unique Qualities of Audiences*—May, pp. 66-76.

MOSS, ALBERT W. (see OPINIONS—*Publisher's Notebook*).

NEALE, RICHARD L., *Advertising Retention: Where It Stands*—November, pp. 161-164.

NEWMAN, JOSEPH H., *Creative Use of Publication Space*—September, p. 144.

NIELSEN, A. C., JR., *Many Measurements Available To Increase Advertising Effectiveness*—September, pp. 72-78.

OCHS, MALCOLM B., *What Will "Total Audience" Mean In Business Paper Selections?*—February, pp. 133-134.

O'KEEFE, PHILIP, *Business Publications: One Big Blur*—September, pp. 134-138.

PAPAZIAN, EDWARD, *How To Reach Housewives with Television*—June, pp. 55-71.

PROPHET, WILSON B., JR., *Sampling Spurs Sales*—June, pp. 105-109.

ROSBERG, J. WESLEY, *Business Paper Readership Studies for 1965*—February, pp. 80-90; *The Building Industry and Its Media, Part I*—November, pp. 56-59; *The Building Industry and Its Media, Part II*—December, pp. 61-72.

SAWYER, HOWARD G. (see OPINIONS—*Business Press*).

SEMON, THOMAS, and JACK MELNICK, *Should We Put Survey Research on Computers?*—April, pp. 74-80.

SHER, ROBERT, *Keeping Consumer Data Accurate*—November, p. 154.

SIMON, MORTON J., *Media, Agencies and Antitrust*—April, p. 140.

STOCKWELL, H. A., JR., *Business Magazine Inserts: Tried For or Here To Stay*—April, pp. 66-72.

TELEKI, MARGOT, *Radio Audience Measurements*—October, pp. 121-124.

TOMEI, FELIX J., JR., *New Measurements Format Aids Buyers of Newspaper Advertising*—December, p. 118.

ULLMAN, DAVID U., *How Can We Get Business Press Data at Low Cost?*—June, pp. 142-145.

WICHTERMAN, PAUL, JR.,—*Unwanted Copies of Trade Journals*—June, pp. 147-152.

ZELTNER, HEBERT (see OPINIONS—*Media/estimate*).

ZIEGLER, ISABEL (see OPINIONS—*Views on Broadcast*).